

"Few Large Fortunes Can Now be Made in Any Part of the World Except from ONE CAUSE--the Rise in the Value of REAL ESTATE."

---From Andrew Carnegie's Book, "The Empire of Business."

There seems to be a sort of magic about the ownership of El Paso Real Estate. In no other city are values advancing so fast. El Paso is the Gateway to Mexico and the Pacific Coast. No one questions the desirability of owning El Paso Real Estate. To buy and hold is to amass wealth if you buy right.

SOME REASONS WHY EL PASO REAL ESTATE ADVANCES SO RAPIDLY:

EDUCATIONAL ADVANTAGES.

El Paso's public school system is worthy of admiration; the scholastic census shows 6580 children between the ages of seven and seventeen, of whom 5300 were enrolled in the public schools during the last season, not counting the number attending parochial schools of the city, where more than 1000 attended. There are 156 teachers, who, with the supervisors, draw a monthly payroll of \$13,100, the total annual expenditures of the schools being \$150,028.

The eleven school buildings contain 177 rooms and occupy 183 city lots, the value of the land alone being \$169,000. The buildings and equipment of the school property owned by El Paso bring a grand total of \$714,000.

Thirteen years of free tuition is offered to every child within the city limits. This includes one year in the kindergarten, eight years in the grammar school and four years in the high school. Particular attention has been given to the kindergarten department, El Paso having established the first free school of this nature in the State of Texas.

The course in the grammar school compares favorably with that of any of the Eastern cities; while the high school equipment is conceded to be the finest in the Southwest. The high school is affiliated with the University of Texas, University of Chicago, Leland Stanford, Vanderbilt, University of Virginia and many other leading institutions of the highest order in the United States. Graduates from the El Paso High School are accepted in these universities without examination. The high school course includes a scientific course, a complete commercial and business course and a literary course. Last year a complete course in manual training, domestic art and domestic science was introduced into all the grades. New equipment has been installed for this work at a cost of \$25,000.

This equipment is perhaps the most complete in the Southwest, and the force of instructors in this department is highly efficient. The professional requirements for teachers in the El Paso schools are very high, and the salaries paid them are the best in the South. The schools are thoroughly up-to-date, progressive to an extreme, and easily take rank among the finest in the land.

The El Paso Military Institute was chartered in 1907, and has already taken its place in the front ranks of the military colleges of this country. The campus, which immediately adjoins the United States Military Post, Fort Bliss, contains 22 acres of level table land, which makes a perfect drill ground. The altitude is practically 4000 feet, or 200 feet higher than the business center of El Paso. The Board of Directors is composed of the leading business and professional men of El Paso, while the instructors, who are selected for their special fitness in this particular branch of work, come from the leading universities of America and Europe.

A new dormitory is under construction at the present time, and in addition to its complete accommodations for sixty additional cadets, will contain a large swimming pool and gymnasium.

The next step, in meeting the responsibilities and opportunities which belong to El Paso as the center of its great tributary territory is now being taken in the organization of a boarding and day school for girls.

The El Paso School for Girls is to be opened in September, 1910. The principals are women of college training and of experience in teaching, especially in work with girls of high school age; and there will be also an adequate force of efficient teachers, including a resident director of physical training. In El Paso's climate, out-door life is possible during so much of the winter that much emphasis will be put on this feature; in the school buildings, pro-

visions will be made for an out-door gymnasium, and during some months of the year, part of the class work will be conducted in the open air.

The school will offer work of high school grade, with two years of preparatory work corresponding in general to the last two years of the grammar school course. There will be a college preparatory course so planned that any girl who has done satisfactorily the work of the El Paso school, will be fully fitted to enter any of the colleges that are open to women. For girls who are not going to college, the school will provide thorough training in those studies which are essential to any education.

EXPORTS AND IMPORTS.

As a port of entry, El Paso has advanced so rapidly that its rank in value of imports and exports seems destined to outpoint all other branches of government service. Especial attention may be called to the marvelous growth of El Paso as a port of cattle entry. There were imported into the United States, during the 12 months ending June 30, 1909, 126,135 head of cattle, valued at \$1,858,709.00, of which 95,961 head valued at \$1,283,215.00 passed through the port of El Paso or 76 percent of the entire cattle imports of the whole United States.

The total values of imports of merchandise alone in 1909 were \$3,178,147, an increase over 1908 of \$788,751, while the exports of merchandise amount to nearly \$1,000,000 per month. The imports of ore amounted to \$1,838,898 and of gold and silver bullion and coin, \$2,239,907.

The mining machinery exported during 1907 came to nearly \$1,000,000.00, and 211,221 pairs of shoes valued at \$400,241.00 were exported during the same year. The balance of exports consisted of agricultural implements, canned goods, clothing, dry goods, and hundreds of other American manufactured goods. These figures clearly demonstrate that El Paso is the distributing point for machinery for the entire Southwest, and that her commercial importance as a central gateway to the great Republic of Mexico must ultimately make her the chief port of entry of the South.

TRANSPORTATION.

The railroads distribute \$3,000,000 annually in El Paso, and this amount covers only the payroll accounts and maintenance of the six plants located at this point.

The Union Station, which is the finest and best equipped building of its kind in the South, represents an investment of over \$400,000.

From this point you may embark upon the luxuries of up-to-date travel on any of the eight great roads which center at El Paso; six of these are trunk lines, the other two cover the mining and timber country within the trade district of El Paso.

Passenger trains enter and leave daily, and stop-over privileges are allowed on all transcontinental tickets.

The El Paso & Southwestern system, the G., H. & S. A. and the A., T. & S. F. all have large shops located at this point, and the El Paso & Southwestern system have their general offices in this city.

The Southern Pacific offers through travel from coast to coast.

The Santa Fe, E. P. & S. W. and Rock Island cover all points East and West, and the Texas & Pacific and Galveston, Harrisburg & San Antonio compete for traffic throughout the Southwestern district, so that El Paso naturally enjoys favorable freight rates in all directions.

The National Lines of Mexico and the Rio Grande, Sierra Madre & Pacific railroad system complete the perfect circuit of rails, and no city in the country can boast of better service or rates to all points of the compass.

Fifteen million tons of freight were handled by these eight railroad during the past year, consisting of shipments of ore, cattle, alfalfa, machinery, ranch and agricultural supplies and tremendous stocks of general merchandise which are first brought to El Paso and then distributed throughout its thousand miles square of trade territory. This does not include the enormous amount of through freight from east and west, north and south that must be handled at El Paso.

There are over 100 miles of track in the freight yards of the railroads of this city.

MANUFACTURING.

El Paso has made rapid progress during the past five years as a manufacturing center, and her made-in-El-Paso list of products includes almost every conceivable article of commerce.

Situated as we are, thousands of miles from the nearest source of manufacturing activity, and close to the sources of raw material and in the center of the great Southwest markets, the saving to be reaped on freight is considerable. Here the cost of living is cheap and the living better; peaceful and contented labor conditions and the highest efficiency of labor; cheap fuel, cheap power, and low taxes make El Paso an ideal manufacturing point.

In the last five years, not less than five million dollars have been invested by El Paso's manufacturers.

The Southwestern Portland cement plant was built at a cost of over one million dollars and this company has secured holdings consisting of 900 acres of cement rock and will produce 500,000 barrels of cement per year. As the territory covered by this enterprise will include New Mexico, Arizona, West Texas, and Northern Mexico only, the promoters of the company claim that their investment will mean an actual saving of a million dollars to the city of El Paso, not only through the pay roll medium, but because of the large amount of business which has formerly gone to Kansas and other cement producing centers.

El Paso has two smelters, one of which is the largest silver-lead smelter in the world, and employs 1200 to 1800 men. The ore purchased from Arizona, New Mexico, West Texas and Mexico averages one million dollars a month.

Among other lines covered by the successful manufacturing concerns are mining machinery, furniture, clothing, building materials, cigars, house fixtures, publishing and commercial printing, carriage and wagon manufacturing, farm implements, candy, coffee roasting and packing concerns, dairy products, compound refining, fruit canneries, flour, cement, paint, electrical supplies, ice plants, breweries, harness, trunks and valises, mattresses, dressed meat, broom, brass, iron and sheet metal works of all kinds.

El Paso is justly proud of her foundries, three of the most complete plants in the West of this type being located here, and equipped to make everything used in the mining and reduction of ores, engines and machine parts, brasses and steam fittings.

With the recent purchase of the Rio Grande, Sierra Madre & Pacific railroad and large lumber interests in Northern Mexico by the Pearson capitalists, new industries are sure to follow for El Paso in the location of lumber mills, box and crate factories and other wood working industries.

The local capitalists are ready and willing to assist in building up enterprises of this nature, and wonderful development along this line may be constantly noted. There are opportunities in every line of business in this new and rapidly developing country. Mercantile pursuits are not overcrowded, manufacturing is yet to be developed and mining is still in its infancy.

Any of the Following Will Tell You All About El Paso, Texas

AUSTIN & MARR, Caples Bldg., El Paso, Texas.
WM. MOELLER, Herald Bldg., El Paso, Texas.
A. P. COLES & BROS., American Nat'l. Bank Bldg., El Paso, Texas.
HATTON REALTY CO., 224 Mesa Ave., El Paso, Texas.
NEWMAN INVESTMENT CO., 226 Mesa Ave., El Paso, Texas.
FELIX MARTINEZ, 14 Plaza Block, El Paso, Texas.
LONE STAR LAND CO., 213 Texas St., El Paso, Texas.

MATHEWS & DYER, 117 N. Stanton St., El Paso, Texas.
PENCE BROS., 217 Texas St., El Paso, Texas.
ANDERSON-BENNETT REALTY CO., 27-28 Bassett-Edwards Block, El Paso, Texas.
D. G. HEINEMAN, 207 St. Louis St., El Paso, Texas.
J. R. BOND, Plaza Block, El Paso, Texas.
H. L. HOWELL, Herald Building, El Paso, Texas.
MAPLE & CO., 209 1/2 Mesa Ave., El Paso, Texas.

LATTA & HAPPER, Mills Bldg., El Paso, Texas.
J. R. FISK, Trust Bldg., El Paso, Texas.
CASSIDY & DAVIDSON, Buckler Bldg., El Paso, Texas.
BUCHOZ & SCHUSTER, Caples Bldg., El Paso, Texas.
LEE H. ORNDORFF, 209 St. Louis St., El Paso, Texas.
JOSEPHUS BOGGS, 15 Morgan Bldg., El Paso, Texas.
R. C. BAILEY, 306 Mesa Ave., El Paso, Texas.
LOOMIS BROS., 202 Texas St., El Paso, Texas.
PETERMAN & LANSDEN REALTY CO., Ysleta, Texas.